Karen,
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# CONSUMER RESEARCH OBJECTIVES - 1992

## Annual Objective

- Support the marketing of new and established brands by proact timely consumer information along with concise, thoughtful, a recommendations.

## Strategic Objectives

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- Provide marketing with demographic, attitudinal and behaviora key market segments.
- Develop a clear understanding of consumers' unmet needs and the product attributes which could satisfy them.
- Expand our knowledge of the role of peer group influences on smokers' brand choices.
- Develop an understanding of how advertising affects brands' images over time.
- Provide marketing with insights into how consumers view the cigarette market and recommend actions to capitalize on this knowledge.
- Provide sales with insights into how their customers view the cigarette market and recommend actions to capitalize on this knowledge.
- Provide management with an in-depth understanding of the forces operating in the U.S. market and how these forces are changing over time. Alert management to emerging trends in the marketplace.
- Provide personal and professional developmental/growth opportunities for Consumer Research staff so that their contributions to the company's efforts will be enhanced.

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Source: https://www.industrydocuments.ucsf.edu/docs/srlj0004